




Westwood Shopping Center
2658 W 4700 S, Salt Lake City, UT, 84118
Drive Time: 3, 5 Minutes

Latitude: 40.66796
Longitude: -111.95653


	3 minutes	5 minutes
 2000 Total Population	11,397	51,408
2000 Group Quarters	3	61
2010 Total Population	11,597	52,657
2015 Total Population	12,022	54,730
2010 - 2015 Annual Rate	0.72%	0.78%
 2000 Households	3,432	15,454
2000 Average Household Size	3.32	3.32
2010 Households	3,583	16,195
2010 Average Household Size	3.24	3.25
2015 Households	3,739	16,936
2015 Average Household Size	3.21	3.23
2010 - 2015 Annual Rate	0.86%	0.9%
2000 Families	2,797	12,579
2000 Average Family Size	3.65	3.64
2010 Families	2,804	12,646
2010 Average Family Size	3.62	3.61
2015 Families	2,882	13,015
2015 Average Family Size	3.61	3.6
2010 - 2015 Annual Rate	0.55%	0.58%
 2000 Housing Units	3,487	15,837
Owner Occupied Housing Units	78.7%	74.1%
Renter Occupied Housing Units	19.6%	23.5%
Vacant Housing Units	1.7%	2.4%
2010 Housing Units	3,665	16,735
Owner Occupied Housing Units	76.3%	71.8%
Renter Occupied Housing Units	21.5%	25.0%
Vacant Housing Units	2.2%	3.2%
2015 Housing Units	3,832	17,543
Owner Occupied Housing Units	76.0%	71.4%
Renter Occupied Housing Units	21.5%	25.1%
Vacant Housing Units	2.4%	3.5%
Median Household Income		
2000	\$53,854	\$48,578
2010	\$66,680	\$61,176
2015	\$74,766	\$68,823
Median Home Value		
2000	\$137,641	\$131,816
2010	\$190,916	\$179,586
2015	\$226,181	\$212,326
Per Capita Income		
2000	\$18,188	\$16,644
2010	\$23,274	\$21,630
2015	\$26,939	\$25,162
Median Age		
2000	28.6	28.4
2010	31.3	30.8
2015	32.3	31.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income		
Household Income Base	3,415	15,467
< \$15,000	5.9%	7.5%
\$15,000 - \$24,999	8.4%	9.5%
\$25,000 - \$34,999	7.9%	13.0%
\$35,000 - \$49,999	21.0%	21.8%
\$50,000 - \$74,999	30.5%	26.8%
\$75,000 - \$99,999	15.4%	12.6%
\$100,000 - \$149,999	9.3%	7.1%
\$150,000 - \$199,999	0.6%	0.9%
\$200,000+	1.1%	0.9%
Average Household Income	\$60,675	\$55,445
2010 Households by Income		
Household Income Base	3,582	16,194
< \$15,000	3.5%	4.7%
\$15,000 - \$24,999	5.6%	5.9%
\$25,000 - \$34,999	5.9%	7.9%
\$35,000 - \$49,999	12.1%	15.8%
\$50,000 - \$74,999	31.7%	31.0%
\$75,000 - \$99,999	20.3%	17.3%
\$100,000 - \$149,999	16.4%	13.1%
\$150,000 - \$199,999	3.1%	2.7%
\$200,000+	1.3%	1.5%
Average Household Income	\$75,945	\$70,283
2015 Households by Income		
Household Income Base	3,742	16,938
< \$15,000	2.4%	3.5%
\$15,000 - \$24,999	3.8%	4.3%
\$25,000 - \$34,999	3.8%	5.5%
\$35,000 - \$49,999	7.0%	9.7%
\$50,000 - \$74,999	33.1%	33.8%
\$75,000 - \$99,999	17.6%	15.7%
\$100,000 - \$149,999	24.6%	20.4%
\$150,000 - \$199,999	5.3%	4.9%
\$200,000+	2.2%	2.2%
Average Household Income	\$87,189	\$81,247
2000 Owner Occupied HUs by Value		
Total	2,770	11,676
<\$50,000	0.1%	0.8%
\$50,000 - 99,999	5.4%	10.8%
\$100,000 - 149,999	65.1%	65.4%
\$150,000 - 199,999	23.6%	19.6%
\$200,000 - \$299,999	5.1%	3.0%
\$300,000 - 499,999	0.4%	0.3%
\$500,000 - 999,999	0.4%	0.1%
\$1,000,000+	0.0%	0.0%
Average Home Value	\$143,960	\$135,083
2000 Specified Renter Occupied HUs by Contract Rent		
Total	672	3,784
With Cash Rent	96.6%	96.5%
No Cash Rent	3.4%	3.5%
Median Rent	\$642	\$599
Average Rent	\$657	\$614

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age		
 Total	11,396	51,407
Age 0 - 4	7.9%	8.7%
Age 5 - 9	8.2%	8.7%
Age 10 - 14	8.8%	8.5%
Age 15 - 19	10.5%	9.6%
Age 20 - 24	9.2%	9.2%
Age 25 - 34	13.9%	14.5%
Age 35 - 44	14.1%	13.6%
Age 45 - 54	14.7%	12.7%
Age 55 - 64	7.7%	7.6%
Age 65 - 74	3.0%	4.3%
Age 75 - 84	1.5%	2.0%
Age 85+	0.4%	0.4%
Age 18+	68.9%	68.3%
2010 Population by Age		
Total	11,597	52,656
Age 0 - 4	8.3%	9.0%
Age 5 - 9	8.2%	8.5%
Age 10 - 14	7.8%	7.9%
Age 15 - 19	8.2%	8.1%
Age 20 - 24	6.8%	6.9%
Age 25 - 34	17.8%	16.9%
Age 35 - 44	13.2%	13.0%
Age 45 - 54	12.4%	12.0%
Age 55 - 64	10.4%	9.2%
Age 65 - 74	4.7%	5.2%
Age 75 - 84	1.6%	2.6%
Age 85+	0.6%	0.7%
Age 18+	70.8%	69.7%
2015 Population by Age		
Total	12,022	54,727
Age 0 - 4	8.4%	9.1%
Age 5 - 9	8.5%	8.6%
Age 10 - 14	8.6%	8.6%
Age 15 - 19	8.0%	7.9%
Age 20 - 24	6.5%	7.1%
Age 25 - 34	14.5%	14.0%
Age 35 - 44	16.6%	15.4%
Age 45 - 54	11.4%	11.2%
Age 55 - 64	9.0%	8.7%
Age 65 - 74	6.1%	6.0%
Age 75 - 84	1.9%	2.7%
Age 85+	0.6%	0.8%
Age 18+	69.7%	68.9%
2000 Population by Sex		
Males	50.7%	50.3%
Females	49.3%	49.7%
2010 Population by Sex		
Males	50.7%	50.1%
Females	49.3%	49.9%
2015 Population by Sex		
Males	50.8%	50.1%
Females	49.2%	49.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	3 minutes	5 minutes
 2000 Population by Race/Ethnicity		
Total	11,396	51,408
White Alone	83.6%	82.6%
Black Alone	1.1%	1.0%
American Indian Alone	0.7%	1.0%
Asian or Pacific Islander Alone	5.9%	5.7%
Some Other Race Alone	5.8%	6.9%
Two or More Races	2.9%	2.8%
Hispanic Origin	12.8%	15.6%
Diversity Index	45.5	49.6
2010 Population by Race/Ethnicity		
Total	11,598	52,656
White Alone	77.0%	75.9%
Black Alone	1.9%	1.6%
American Indian Alone	0.8%	1.1%
Asian or Pacific Islander Alone	7.3%	6.9%
Some Other Race Alone	9.2%	10.8%
Two or More Races	3.8%	3.6%
Hispanic Origin	20.3%	24.1%
Diversity Index	59.6	63.2
2015 Population by Race/Ethnicity		
Total	12,021	54,730
White Alone	74.8%	73.8%
Black Alone	2.1%	1.8%
American Indian Alone	0.8%	1.2%
Asian or Pacific Islander Alone	7.8%	7.3%
Some Other Race Alone	10.4%	12.0%
Two or More Races	4.2%	3.9%
Hispanic Origin	23.6%	27.8%
Diversity Index	64.0	67.2
 2000 Population 3+ by School Enrollment		
Total	10,778	48,844
Enrolled in Nursery/Preschool	2.2%	2.2%
Enrolled in Kindergarten	1.7%	1.7%
Enrolled in Grade 1-8	13.9%	14.7%
Enrolled in Grade 9-12	7.7%	7.7%
Enrolled in College	5.4%	4.8%
Enrolled in Grad/Prof School	0.4%	0.3%
Not Enrolled in School	68.8%	68.5%
2010 Population 25+ by Educational Attainment		
Total	7,040	31,327
Less than 9th Grade	5.9%	5.5%
9th - 12th Grade, No Diploma	7.8%	10.4%
High School Graduate	29.2%	32.2%
Some College, No Degree	25.8%	25.7%
Associate Degree	11.2%	9.8%
Bachelor's Degree	14.0%	12.2%
Graduate/Professional Degree	6.1%	4.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 2010 Population 15+ by Marital Status		
Total	8,781	39,272
Never Married	29.1%	28.4%
Married	57.6%	56.8%
Widowed	2.7%	3.3%
Divorced	10.6%	11.5%
 2000 Population 16+ by Employment Status		
Total	8,322	37,133
In Labor Force	75.7%	72.0%
Civilian Employed	72.6%	68.3%
Civilian Unemployed	3.0%	3.6%
In Armed Forces	0.0%	0.2%
Not in Labor Force	24.3%	28.0%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed	92.5%	91.4%
Civilian Unemployed	7.5%	8.6%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	93.9%	92.9%
Civilian Unemployed	6.1%	7.1%
2000 Females 16+ by Employment Status and Age of Children		
Total	4,160	18,496
Own Children < 6 Only	8.1%	8.7%
Employed/in Armed Forces	5.5%	5.6%
Unemployed	0.2%	0.3%
Not in Labor Force	2.5%	2.8%
Own Children < 6 and 6-17 Only	9.1%	9.1%
Employed/in Armed Forces	5.9%	5.3%
Unemployed	0.3%	0.3%
Not in Labor Force	2.9%	3.5%
Own Children 6-17 Only	20.0%	20.0%
Employed/in Armed Forces	14.8%	14.3%
Unemployed	0.3%	0.4%
Not in Labor Force	5.0%	5.3%
No Own Children < 18	62.7%	62.2%
Employed/in Armed Forces	40.2%	37.5%
Unemployed	1.6%	1.7%
Not in Labor Force	20.8%	23.0%
 2010 Employed Population 16+ by Industry		
Total	6,518	27,205
Agriculture/Mining	0.7%	0.8%
Construction	7.9%	8.3%
Manufacturing	9.3%	9.9%
Wholesale Trade	3.5%	3.5%
Retail Trade	11.4%	12.5%
Transportation/Utilities	6.6%	7.5%
Information	3.0%	2.8%
Finance/Insurance/Real Estate	12.3%	10.1%
Services	39.8%	39.6%
Public Administration	5.6%	5.1%

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2010 Employed Population 16+ by Occupation		
Total	6,518	27,206
White Collar	62.2%	59.0%
Management/Business/Financial	13.2%	11.6%
Professional	16.8%	15.2%
Sales	11.8%	11.4%
Administrative Support	20.5%	20.7%
Services	15.6%	15.5%
Blue Collar	22.2%	25.5%
Farming/Forestry/Fishing	0.1%	0.1%
Construction/Extraction	6.4%	7.4%
Installation/Maintenance/Repair	3.9%	3.7%
Production	5.0%	6.4%
Transportation/Material Moving	6.7%	7.9%
2000 Workers 16+ by Means of Transportation to Work		
 Total	5,938	24,955
Drove Alone - Car, Truck, or Van	78.8%	78.7%
Carpooled - Car, Truck, or Van	14.9%	14.0%
Public Transportation	1.9%	2.2%
Walked	0.6%	0.9%
Other Means	0.8%	0.9%
Worked at Home	3.0%	3.3%
2000 Workers 16+ by Travel Time to Work		
Total	5,938	24,954
Did Not Work at Home	97.0%	96.7%
Less than 5 minutes	0.4%	1.0%
5 to 9 minutes	8.6%	7.6%
10 to 19 minutes	37.6%	36.0%
20 to 24 minutes	21.6%	21.7%
25 to 34 minutes	18.4%	19.9%
35 to 44 minutes	3.5%	3.7%
45 to 59 minutes	3.2%	3.2%
60 to 89 minutes	1.8%	2.0%
90 or more minutes	1.8%	1.5%
Worked at Home	3.0%	3.3%
Average Travel Time to Work (in min)	22.2	22.4
2000 Households by Vehicles Available		
Total	3,442	15,467
None	2.8%	4.3%
1	24.2%	25.1%
2	41.5%	43.2%
3	18.0%	17.8%
4	10.1%	6.8%
5+	3.5%	2.8%
Average Number of Vehicles Available	2.2	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 2000 Households by Type		
Total	3,432	15,454
Family Households	81.5%	81.4%
Married-couple Family	64.7%	62.9%
With Related Children	37.4%	36.0%
Other Family (No Spouse)	16.8%	18.5%
With Related Children	11.0%	12.5%
Nonfamily Households	18.5%	18.6%
Householder Living Alone	13.6%	13.8%
Householder Not Living Alone	4.9%	4.8%
Households with Related Children	48.4%	48.5%
Households with Persons 65+	12.1%	16.1%
2000 Households by Size		
Total	3,432	15,454
1 Person Household	13.6%	13.8%
2 Person Household	26.6%	27.0%
3 Person Household	18.5%	18.6%
4 Person Household	18.5%	17.8%
5 Person Household	11.2%	11.4%
6 Person Household	5.9%	6.0%
7+ Person Household	5.7%	5.5%
2000 Households by Year Householder Moved In		
Total	3,444	15,467
Moved in 1999 to March 2000	16.8%	17.7%
Moved in 1995 to 1998	26.2%	25.3%
Moved in 1990 to 1994	19.4%	16.8%
Moved in 1980 to 1989	16.2%	15.1%
Moved in 1970 to 1979	16.5%	15.5%
Moved in 1969 or Earlier	4.8%	9.6%
Median Year Householder Moved In	1993	1993
 2000 Housing Units by Units in Structure		
Total	3,514	15,840
1, Detached	79.2%	75.7%
1, Attached	5.7%	5.1%
2	2.0%	3.5%
3 or 4	5.0%	4.9%
5 to 9	2.8%	2.8%
10 to 19	3.1%	3.8%
20+	2.0%	3.6%
Mobile Home	0.2%	0.6%
Other	0.0%	0.0%
2000 Housing Units by Year Structure Built		
Total	3,509	15,838
1999 to March 2000	1.0%	0.8%
1995 to 1998	6.0%	4.5%
1990 to 1994	6.3%	4.8%
1980 to 1989	27.7%	19.7%
1970 to 1979	44.7%	38.6%
1969 or Earlier	14.2%	31.6%
Median Year Structure Built	1978	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments

1.	Milk and Cookies	Milk and Cookies
2.	Sophisticated Squires	Cozy and Comfortable
3.	Aspiring Young Families	Aspiring Young Families



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$6,566,560	\$27,483,385
Average Spent	\$1,832.70	\$1,697.03
Spending Potential Index	77	71
Computers & Accessories: Total \$	\$882,633	\$3,660,837
Average Spent	\$246.34	\$226.05
Spending Potential Index	112	103
Education: Total \$	\$4,860,257	\$20,333,963
Average Spent	\$1,356.48	\$1,255.57
Spending Potential Index	111	103
Entertainment/Recreation: Total \$	\$12,788,482	\$53,317,069
Average Spent	\$3,569.21	\$3,292.19
Spending Potential Index	111	102
Food at Home: Total \$	\$16,995,534	\$72,014,954
Average Spent	\$4,743.38	\$4,446.74
Spending Potential Index	106	99
Food Away from Home: Total \$	\$12,711,554	\$53,283,808
Average Spent	\$3,547.74	\$3,290.14
Spending Potential Index	110	102
Health Care: Total \$	\$13,560,576	\$58,354,674
Average Spent	\$3,784.70	\$3,603.25
Spending Potential Index	102	97
HH Furnishings & Equipment: Total \$	\$7,167,933	\$29,784,993
Average Spent	\$2,000.54	\$1,839.15
Spending Potential Index	97	89
Investments: Total \$	\$5,815,140	\$24,883,313
Average Spent	\$1,622.98	\$1,536.48
Spending Potential Index	93	88
Retail Goods: Total \$	\$92,634,118	\$388,057,237
Average Spent	\$25,853.79	\$23,961.55
Spending Potential Index	104	96
Shelter: Total \$	\$63,272,528	\$263,439,112
Average Spent	\$17,659.09	\$16,266.69
Spending Potential Index	112	103
TV/Video/Audio: Total \$	\$4,783,779	\$20,108,385
Average Spent	\$1,335.13	\$1,241.64
Spending Potential Index	108	100
Travel: Total \$	\$7,479,610	\$31,111,958
Average Spent	\$2,087.53	\$1,921.08
Spending Potential Index	110	101
Vehicle Maintenance & Repairs: Total \$	\$3,687,732	\$15,432,563
Average Spent	\$1,029.23	\$952.92
Spending Potential Index	109	101

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.